Communication Analysis – Practice Activity

Look at the following business message (memo) in light of what we have discussed in class.

* Analyze audience, context, and purpose,
* Identify the most effective message structure, format, content, language, and tone for the situation.
* Identifying the weaknesses with the communication
* Revise and write the message to make it more effective, professional, and readable.
* Please refer to the week 3 readings (Chapter 2 - Units 4, 5 and 6) and the class presentation.

To: Loading Dock Staff

From: Philip Yuen, Director of Shipping

Date: May 30, 2022

Subject: Update

So I’ve got some bad news for you all. We’ve had a tough year, as you know, but we’ve been recovering slowly but surely. But, of course, something had to mess up. Because a new guy shipped some pallets to the wrong customer last week, the Board has decided to update and impose the shipping procedure for the entire loading dock staff.

This is just something we’ll have to get used to, even if it wastes all of our time in the process. Whenever we get an order ready to go, EVERYONE ON THE LOADING DOCK WILL NEED TO CONFIRM THE SHIPMENT WITH ME FIRST. Only after I sign off on the details will anything be allowed on the shipping truck. This new change better prevent more careless errors.

Failure to comply with the new procedure will lead to serious repercussions. Don’t ask me any annoying questions. Talk to your department managers if you need any clarification.

1. **Please consider the following while writing an effective email:**

* Audience – “you” view
* context
* purpose
* structure
* format
* content
* language and tone

1. **What types of faults/weakness can you identify in the memo? Provide specific examples.**

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| Weakness: | Examples |
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1. **Rewrite the memo correcting all the errors and making it more professional, effective, and readable.**